

CLAIM LISTING

Claims 1-2 (previously cancelled)

Claim 3.(currently amended) A method for evaluating a business development transaction, comprising the steps of:

(i) prompting a user to create a user ~~data~~ business development file having a standardized business development file data format and comprising data describing a user product or service, including a specific market segment of said user product or service;

(ii) searching a market relationships library to identify one or more library market segments having a predetermined relationship to said specific market segment of said user product or service;

(iii) searching an electronic collection of a plurality of stored ~~data~~ business development files each having said standardized business development file data format, each of said stored ~~data~~ business development files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored ~~data~~ business development file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file a specific market segment matching said one or more library market segments;

(iv) initiating a mating function between said user ~~data~~ business development file and said at least one ~~target data~~ stored business development file produced from said searching step (iii), said mating function combining data from said user ~~data~~ business development file, data from said ~~target data~~ at least one stored business development file, and data describing a

hypothetical new business development transaction concerning a hypothetical combination of said user data business development file and said at least one ~~target data~~ stored business development file; and

(v) constructing a ~~financial model~~ quantified business model of said business development transaction, said quantified business model comprising data forecasting the success of said business development transaction in the form of a financial simulation.

Claim 4.(currently amended) The method of claim 3, further comprising the step of creating human readable output illustrating said ~~financial model~~ quantified business model.

Claim 5.(currently amended) The method of claim 3, wherein ~~said searching~~ step (ii) further comprises issuing a query to a lookup table to determine market segments having a predetermined correlation with said specific market segment of said user product or service.

Claim 6.(currently amended) The method of claim 5, further comprising the step of ~~after issuing a query,~~ receiving a list of all stored data files having a market segment having said predetermined ~~correlation with~~ relationship to said specific market segment of said user product or service.

Claim 7.(previously submitted) The method of claim 5, wherein said lookup table comprises a plurality of market segments and a plurality of correlations among at least a portion of said market segments.

Claim 8.(currently amended) The method of claim 3, said stored ~~data~~ business development files each comprising a publicly available portion and a private portion, further comprising the step of in response to ~~said searching step~~ steps (ii) and (iii), displaying to said user only said publicly available portion of said at least one ~~target data~~ stored business development file.

Claim 9.(currently amended) The method of claim 3, ~~said searching step~~ further comprising the step of receiving a selection from said user of at least one specific stored ~~data~~ business development file from said collection of stored ~~data~~ business development files.

Claim 10.(currently amended) The method of claim 3, ~~said searching step~~ further comprising receiving a selection from said user of at least one market segment, and retrieving from said collection of stored ~~data~~ business development files at least one stored ~~data~~ business development file including such user-selected market segment.

Claim 11.(currently amended) The method of claim 3, said user ~~data~~ business development file further comprising a user job function designation and at least one of said stored ~~data~~ business development files further comprising a stored job function designation, ~~said searching step (iii)~~ further comprising performing a job function search of said stored ~~data~~ business development files to locate at least one stored ~~data~~ business development file comprising a stored job function designation having a predefined job function relationship with said user job function designation.

Claim 12.(currently amended) The method of claim 11, said predefined job function relationship comprising a common business development transaction type preference, and each job function designation having associated therewith at least one predesignated business development transaction type preference.

Claim 13.(currently amended) The method of claim 11, further comprising the step of presenting to said user a listing of at least a portion of stored ~~data~~ business development files located in said job function search.

Claim 14.(currently amended) The method of claim 13, further comprising the step of presenting to said user an indication of why a mating function should be pursued between said user ~~data~~ business development file and said stored ~~data~~ business development files located in said job function search.

Claim 15.(currently amended) The method of claim 13, further comprising the step of presenting to said user an indication of a transaction type suitable for ~~consideration in~~ hypothetically mating said user ~~data~~ business development file and said stored ~~data~~ business development files located in said job function search.

Claim 16.(currently amended) The method of claim 3, further comprising the step of forwarding at least a portion of said ~~financial~~ quantified business model to at least one designee identified by said user.

Claim 17.(currently amended) The method of claim 16, further comprising the step of receiving from said designee updates to elements of said ~~financial~~ quantified business model.

Claim 18.(currently amended) The method of claim 16, said ~~financial~~ quantified business model further comprising multiple distinct portions separated by job function designation, and said portion of said ~~financial~~ quantified business model forwarded to said designee further comprising a portion having a job function designation matching a job function designation of said designee.

Claim 19.(currently amended) A system for automating the evaluation of a business development transaction, comprising:

a server computer hosting an automated business development evaluation service accessible via client computers to a plurality of users, said automated business development evaluation service comprising controls whereby ~~a user~~ said business development evaluation service:

creates a ~~data~~ business development file having a standardized business development file data format and comprising data describing a user product or service, including a specific market segment of said user product or service;

searches a market relationship library to identify one or more library market segments having a predetermined relationship to said specific market segment of said user product or service;

searches an electronic collection of stored ~~data files~~ business development files each having said standardized business development file data format, each of said stored ~~data~~

business development files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored ~~data~~ business development file having ~~a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file~~ a specific market segment matching said one or more library market segments;

initiates a mating function between said user ~~data~~ business development file and said at least one ~~target data~~ stored business development file produced from said search of said electronic collection of stored business development files, said mating function combining data from said user ~~data~~ business development file, data from said ~~target data~~ at least one stored business development file, and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user ~~data~~ business development file and said at least one ~~target data~~ stored business development file; and

~~receives~~ constructs a financial quantified business model of said business development transaction, said quantified business model comprising data forecasting the success of said business development transaction in the form of a financial simulation;

a plurality of database records accessible to said server computer and comprising said stored ~~data~~ business development files;

a plurality of database records accessible to said server computer and comprising said ~~predetermined relationships among market segments~~ market relationship library; and

a plurality of database records accessible to said server computer and comprising financial variables and equations for producing said ~~financial~~ quantified business model of said hypothetical business development transaction.

Claim 20.(currently amended) The system of claim 19, wherein said stored ~~data~~business development files each comprise a publicly available portion and a private portion, said automated business development evaluation service further comprising controls whereby a user, in response to a search of said electronic collection of stored ~~data~~ business development files, is presented only said publicly available portion of said at least one ~~target data~~ stored business development file.

Claim 21.( currently amended) The system of claim 19, wherein said user ~~data~~ business development file further comprises a user job function designation and at least one of said stored ~~data~~ business development files further ~~comprising~~ comprises a stored job function designation, said automated business development evaluation service further comprising controls whereby a ~~user~~ said business development evaluation service searches said stored ~~data~~ business development files to locate at least one stored ~~data~~ business development file comprising a stored job function designation having a predefined job function relationship with said user job function designation.

Claim 22.(currently amended) The system of claim 21, said predefined job function relationship comprising a common business development transaction type preference, and each job function designation having associated therewith at least one predesignated business development transaction type preference.

Claim 23.( currently amended) The system of claim 21, said automated business development evaluation service further comprising controls whereby a user is presented an indication of why a mating function should be pursued between said user ~~data~~ business development file and said stored ~~data~~ business development files located in said job function search.

Claim 24.( currently amended) The system of claim 21, said automated business development evaluation service further comprising controls whereby a user is presented an indication of a transaction type suitable for ~~consideration in hypothetically~~ mating said user ~~data~~ business development file and said stored ~~data~~ business development files located in said job function search.

Claim 25.( currently amended) The system of claim 19, said ~~financial~~ quantified business model comprising multiple distinct portions separated by job function designation, said automated business development evaluation service further comprising controls whereby at least a portion of said ~~financial~~ quantified business model is forwarded to at least one designee identified by said user, wherein said portion forwarded to said at least one designee further comprises a portion having a job function designation matching a job function designation of said designee.

Claim 26.( currently amended) A computer-readable storage medium comprising executable computer instructions to:



prompt a user to create a user ~~data~~ business development file having a standardized business development file data format and comprising data describing a user product or service, including a specific market segment of said user product or service;

search a market relationship library to identify one or more library market segments having a predetermined relationship to said specific market segment of said user product or service;

search an electronic collection of a plurality of stored ~~data~~ business development files each having said standardized business development file data format, each of said stored ~~data~~ business development files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored ~~data~~ business development file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file a specific market segment matching said one or more library market segments;

initiate a ~~mate~~ mating function between said user ~~data~~ business development file and said at least one target data stored business development file produced from said searching step search of said electronic collection of stored business development files, said mating function combining data from said user ~~data~~ business development file, data from said ~~target data~~ at least one stored business development file, and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user ~~data~~ business development file and said at least one ~~target data~~ stored business development file; and

construct a ~~financial~~ quantified business model of said business development transaction, said quantified business model comprising data forecasting the success of said business development transaction in the form of a financial simulation.

Claim 27.( currently amended) The computer-readable storage medium of claim 26, wherein said stored ~~data~~ business development files each comprise a publicly available portion and a private portion, said storage medium further comprising executable computer instructions to, in response to a search of said electronic collection of a plurality of stored ~~data~~ business development files, display to said user only said publicly available portion of said at least one ~~target data~~ stored business development file.

Claim 28.( currently amended) The computer-readable storage medium of claim 26, wherein said user ~~data~~ business development file further comprises a user job function designation and at least one of said stored ~~data~~ business development files further comprises a stored job function designation, said storage medium further comprising executable computer instructions to perform a job function search of said stored ~~data~~ business development files to locate at least one stored ~~data~~ business development file comprising a stored job function designation having a predefined job function relationship with said user job function designation.

Claim 29.(currently amended) The computer-readable storage medium of claim 28, said predefined job function relationship comprising a common business development transaction type preference, and each job function designation having associated therewith at least one predesignated business development transaction type preference.

Claim 30.( currently amended) The computer-readable storage medium of claim 28, said storage medium further comprising executable computer instructions to present a user an indication of why a mating function should be pursued between said user ~~data~~ business development file and said stored ~~data~~ business development files located in said job function search.

Claim 31.( currently amended) The computer-readable storage medium of claim 28, said storage medium further comprising executable computer instructions to present a user an indication of a transaction type suitable for ~~consideration in hypothetically~~ mating said user ~~data~~ business development file and said stored ~~data~~ business development files located in said job function search.

Claim 32.( currently amended) The computer-readable storage medium of claim 26, said ~~financial~~ quantified business model comprising multiple distinct portions separated by job function designation, said storage medium further comprising executable computer instructions to forward at least a portion of said ~~financial~~ quantified business model to at least one designee identified by said user, wherein said portion forwarded to said at least one designee further comprises a portion having a job function designation matching a job function designation of said designee.